

## CLAIMS

1. A method for harvesting professional profiles, the method comprising:

Searching the Internet,

Identifying web pages and Internet postings containing professional profile data,

Collecting said professional profile data,

Identifying in said professional profile text strings constituting contact information data, and

Storing said Professional Profile and said contact information data into a data structure.

2. The method of claim 1, wherein said contact information comprises an extractable e-mail address.

3. A method for normalizing data from a document containing professional profile data, the method comprising:

Obtaining said document,

Reading said document,

Identifying in said document text strings constituting contact information data, and

Storing said professional profile data and said contact information data into a data structure.

4. The method of claim 3, wherein said contact information comprises an extractable e-mail address.

5. The method of claim 3, further comprising:

Reading documents and combining to create a professional profile,

Identifying in said professional profile text strings constituting contact information data, and

Copying said professional profile and contact information data into a data structure.

6. The method of claim 3, further comprising:

Sorting the data in said data structure to identify profiles meeting a specified parameter, and

Merging said contact information with a pre-defined document template to create a personalized document.

7. The method of claim 3, wherein said professional profile is obtained by harvesting from the Internet.
- 5 8. The method of claim 3, wherein said professional profile is obtained from a third party source [selected from the group consisting essentially of data suppliers, resume collection website companies, and equivalents thereof].
9. The method of claim 3, wherein said professional profile is obtained via a professional profile collection program on a website.
- 10 10. The method of claim 3, wherein said professional profile is obtained as a response to help wanted advertising.
11. The method of claim 6, wherein said pre-defined document template can incorporate an electronic object.
12. The method of claim 11, wherein said pre-defined document template includes an  
15 advertising message.
13. Sorting a set of professional profiles to identify sales and advertisement prospects.
14. The method of claim 13, further comprising:  
Obtaining a professional profile,  
Identifying in said professional profile text strings constituting contact  
20 information data, and  
Storing said Professional Profile and said contact information data into a data field or data fields in a data structure.
15. The method of claim 13, wherein said professional profile is obtained by harvesting from the Internet.
- 25 16. The method of claim 13, wherein said professional profile is obtained from a third party source [selected from the group consisting essentially of data suppliers, resume collection website companies, and equivalents thereof].
17. The method of claim 13, wherein said professional profile is obtained via a professional profile collection program on a website.
- 30 18. The method of claim 13, wherein said professional profile is obtained as a response to help wanted advertising.

19. A method for creating a list of sales or advertising prospects, the method comprising:

Obtaining professional profiles,

Storing said professional profiles in a data structure, and

5       Sorting to identify a subset of professional profiles stored in said data structure.

20. The method of claim 19, further comprising:

Exporting said contact information data from said subset of professional profiles  
to create a list.

21. The method of claim 20, wherein said list may take the form of:

10       A printed list,

A digital file,

A delimited format file,

A format which causes a message to be delivered to each professional profile's  
contact, or

15       A merged document.

22. The method of claim 19, wherein said professional profile is obtained by harvesting  
from the internet.

23. The method of claim 19, wherein said professional profile is obtained from a third  
party source [selected from the group consisting essentially of data suppliers, resume  
20       collection website companies, and equivalents thereof].

24. The method of claim 19, wherein said professional profile is obtained via a  
professional profile collection program on a website.

25. The method of claim 19, wherein said professional profile is obtained as a response  
to help wanted advertising.

25       26. A method for advertising, the method comprising:

Selecting one or more items from a collection of computer stored images,  
computer stored text objects, computer stored audio objects, computer stored  
video objects, or other computer stored objects,

Combining said selections into a deliverable medium (advertisement),

30       Sorting professional profiles in a data structure, and

Merging contact information from said professional profiles into said  
deliverable medium.

27. The method of claim 26, further comprising:  
Delivering said deliverable medium to prospects.

28. The method of claim 26 further comprising:  
Printing said deliverable medium as a post card or letter

5 29. The method of claim 26, wherein said professional profile is obtained by harvesting from the internet.

30. The method of claim 26, wherein said professional profile is obtained from a third party source [selected from the group consisting essentially of data suppliers, resume collection website companies, and equivalents thereof].

10 31. The method of claim 26, wherein said professional profile is obtained via a professional profile collection program on a website.

32. The method of claim 26, wherein said professional profile is obtained as a response to help wanted advertising.

15 33. A method of selecting advertisement and notice delivery addresses, the method comprising:

Searching a data structure containing professional profiles,

Identifying a subset of professional profiles,

Identifying in said professional profiles text strings constituting contact information data, and

20 Exporting said contact information data.

34. A system for harvesting professional profiles, the system comprising:

Searching the Internet,

Identifying web pages and Internet postings containing professional profile data,

Collecting said professional profile data,

25 Identifying in said professional profile text strings constituting contact information data, and

Storing said Professional Profile and said contact information data into a data structure.

30 35. The system of claim 1, wherein said contact information comprises an extractable e-mail address.

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Reading said document.

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37. The system of claim 36, wherein said contact information comprises an extractable e-mail address.

Reading documents and combining to create a professional profile.

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39. The system of claim 36, further comprising:

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40. The system of claim 36, wherein said professional profile is obtained by harvesting from the Internet.

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42. The system of claim 36, wherein said professional profile is obtained via a professional profile collection program on a website.

43. The system of claim 36, wherein said professional profile is obtained as a response to help wanted advertising.

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44. The system of claim 39, wherein said pre-defined document template can incorporate an electronic object.

45. The system of claim 44, wherein said pre-defined document template includes an advertising message.

46. Sorting a set of professional profiles to identify sales and advertisement prospects.

47. The system of claim 46, further comprising:

- 5       Obtaining a professional profile,  
          Identifying in said professional profile text strings constituting contact  
          information data, and  
          Storing said Professional Profile and said contact information data into a data  
          field or data fields in a data structure.

10      48. The system of claim 46, wherein said professional profile is obtained by harvesting  
          from the internet.

49. The system of claim 46, wherein said professional profile is obtained from a third  
party source [selected from the group consisting essentially of data suppliers, resume  
collection website companies, and equivalents thereof].

15      50. The system of claim 46, wherein said professional profile is obtained via a  
          professional profile collection program on a website.

51. The system of claim 46, wherein said professional profile is obtained as a response  
to help wanted advertising.

52. A system for creating a list of sales or advertising prospects, the system comprising:

- 20       Obtaining professional profiles,  
          Storing said professional profiles in a data structure, and  
          Sorting to identify a subset of professional profiles stored in said data structure.

53. The system of claim 52, further comprising:

- Exporting said contact information data from said subset of professional profiles  
25       to create a list.

54. The system of claim 53, wherein said list may take the form of:

- A printed list,  
          A digital file,  
          A delimited format file,  
30       A format which causes a message to be delivered to each professional profile's  
          contact, or  
          A merged document.

55. The system of claim 52, wherein said professional profile is obtained by harvesting from the internet.

56. The system of claim 52, wherein said professional profile is obtained from a third party source [selected from the group consisting essentially of data suppliers, resume  
5 collection website companies, and equivalents thereof].

57. The system of claim 52, wherein said professional profile is obtained via a professional profile collection program on a website.

58. The system of claim 52, wherein said professional profile is obtained as a response to help wanted advertising.

10 59. A system for advertising, the system comprising:

Selecting one or more items from a collection of computer stored images, computer stored text objects, computer stored audio objects, computer stored video objects, or other computer stored objects,

Combining said selections into a deliverable medium (advertisement),

15 Sorting professional profiles in a data structure, and

Merging contact information from said professional profiles into said deliverable medium.

60. The system of claim 59, further comprising:

Delivering said deliverable medium to prospects.

20 61. The system of claim 59 further comprising:

Printing said deliverable medium as a post card or letter

62. The system of claim 59, wherein said professional profile is obtained by harvesting from the internet.

63. The system of claim 59, wherein said professional profile is obtained from a third  
25 party source [selected from the group consisting essentially of data suppliers, resume collection website companies, and equivalents thereof].

64. The system of claim 59, wherein said professional profile is obtained via a professional profile collection program on a website.

65. The system of claim 59, wherein said professional profile is obtained as a response  
30 to help wanted advertising.

66. A system of selecting advertisement and notice delivery addresses, the system comprising:

Searching a data structure containing professional profiles,

Identifying a subset of professional profiles,

5 Identifying in said professional profiles text strings constituting contact information data, and

Exporting said contact information data.

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